

Table II-1: Educational Attainment of Residents, 2000-2008.

|                                  | City of Santa Barbara |           | Santa Barbara County |           | California |           |
|----------------------------------|-----------------------|-----------|----------------------|-----------|------------|-----------|
|                                  | 2000                  | 2006-2008 | 2000                 | 2006-2008 | 2000       | 2006-2008 |
| High school diploma or less      | 33.8%                 | 27.8%     | 39.8%                | 37.7%     | 43.3%      | 42.1%     |
| Some college or Associate Degree | 26.6%                 | 27.5%     | 30.8%                | 30.6%     | 30.0%      | 28.5%     |
| Bachelor's Degree or Higher      | 39.6%                 | 44.7%     | 29.4%                | 31.7%     | 26.6%      | 29.4%     |
| Total                            | 100%                  | 100%      | 100%                 | 100%      | 100%       | 100%      |

Source: 2000 U.S. Census; 2006-2008 American Community Survey; Strategic Economics, 2009.

### Household Income

Santa Barbara is extremely socio-economically diverse, with distributions of household incomes nearly matching that of the state as a whole (Table II-2). Key differences are that Santa Barbara has a slightly higher share of households with incomes of \$150,000 or greater and a somewhat smaller share of households earning between \$75,000 and \$99,999. The differences between the city of Santa Barbara and Santa Barbara County suggest that there are fewer middle-income households in the city. The median incomes of the city of Santa Barbara and California are comparable, with both being slightly higher than Santa Barbara County.

Table II-2: Household Income Distribution in City of Santa Barbara, Santa Barbara County, and California, 2008

|                        | City of Santa Barbara |       | Santa Barbara County |       | California |       |
|------------------------|-----------------------|-------|----------------------|-------|------------|-------|
|                        | #                     | %     | #                    | %     | #          | %     |
| Less than \$15,000     | 3,942                 | 11.1% | 13,792               | 9.8%  | 1,248,099  | 10.2% |
| \$15,000 to \$24,999   | 2,929                 | 8.3%  | 12,617               | 9.0%  | 1,141,560  | 9.4%  |
| \$25,000 to \$34,999   | 2,676                 | 7.5%  | 13,486               | 9.6%  | 1,118,718  | 9.2%  |
| \$35,000 to \$49,999   | 4,873                 | 13.7% | 19,067               | 13.5% | 1,541,545  | 12.7% |
| \$50,000 to \$74,999   | 7,271                 | 20.5% | 27,033               | 19.2% | 2,164,891  | 17.8% |
| \$75,000 to \$99,999   | 3,933                 | 11.1% | 17,357               | 12.3% | 1,568,948  | 12.9% |
| \$100,000 to \$149,999 | 4,801                 | 13.5% | 20,263               | 14.4% | 1,824,962  | 15.0% |
| \$150,000 to \$199,999 | 2,444                 | 6.9%  | 8,360                | 5.9%  | 775,108    | 6.4%  |
| \$200,000 or more      | 2,592                 | 7.3%  | 8,967                | 6.4%  | 794,021    | 6.5%  |
| Total                  | 35,461                | 100%  | 140,942              | 100%  | 12,177,852 | 100%  |
| Median (2009 \$)       | \$60,396              |       | \$59,341             |       | \$60,695   |       |

Source: 2006-2008 ACS; Strategic Economics, 2009.

### Race and Ethnicity

In terms of racial composition, the city of Santa Barbara is very similar to the county (Table II-3). Relative to California, however, a relatively high share of the populations of both jurisdictions are White, while relatively small shares are African American or Asian. The share of the population that is Hispanic or Latino of any race is slightly smaller in the city than in either the county or state, making up 32 percent of the population.

28% @ \$100K+